

**MINUTES
HISTORICAL PRESERVATION AND RESTORATION BOARD
REGULAR MEETING
TUESDAY, FEBRUARY 28, 2017**

PRESENT: Ann Christman
Clare Connally
Carol Dingman
Bitsy Laney
Kay Lynn Lyon
Beth Wood

ABSENT: Scott A. Ames
Marjorie Cutler

STAFF: Jeff Harting
Director, PARD

Meredith Dowdy
Special Project Manager

Bradley Kent
Marketing Coordinator

Derrick Birdsall
Historical Park Supt.

Danielle Brissette
Museum Educator

Kim Jolly Chapman
Historical Park Coordinator

The meeting was called to order at 7:02 P.M. by Board Chair, Clare Connally.

APPROVED MINUTES: With a few clarifications from Kay Lynn Lyon regarding the Firehouse Theater, Ann Christman moved that the minutes be accepted. Beth Wood seconded. Motion carried unanimously.

CONSIDER EXCUSING THE ABSENCE OF SCOTT AMES FROM THE JANUARY 24, 2017 BOARD MEETING: Following the lead of City Council, Board absences will need to be excused at the following meeting by the members of the Board present. Carol Dingman moved to excuse Scott's absence. Bitsy Laney seconded. Motion carried unanimously.

INTRODUCTION OF BRADLEY KENT, MARKETING COORDINATOR: Clare Connally welcomed Jeff Harting, Meredith Dowdy and Bradley Kent to the Board meeting and thanked them for attending. Clare stated that she was happy to have Bradley come and take on the very full job of marketing the Parks and Recreation Department.

Bradley stated that one of his goals was to increase awareness of all that the Department does. Information to residents will start going out in the water bill, and the Historical Park is mentioned via Vintage Base Ball and "historical fun." Bradley plans to continue cross promoting and each PARD division will be represented. Bradley is also working on the tourism website (discoverfarmersbranch.com) and the new ampersand campaign.

Carol Dingman asked if the ampersands were going to be at the Historical Park all the time, to which Bradley stated they'll only be present at special events. Carol asked about the various labels throughout the entire city and Jeff Harting responded by stating that Bradley's job is to be responsible for the PARD marketing and not the City as a whole.

Carol mentioned that in her opinion, Historical Park marketing should include all of the Park's legacy, not just special event information; that Farmers Branch has many important aspects to its history.

Bradley went on to say that he was going to design a "text" campaign to capture unique visitors to the Historical Park; to pay Google to populate searches and generate hits/links to the Park as well. All city webpages are scheduled to be updated by the end of summer.

Jeff Harting added that there has been money requested at mid-year for wedding marketing and additional money will be requested at the fiscal year as well.

Carol asked if there was a way to use the Gilbert journals for marketing.

Beth Wood asked what the Board could do to assist Bradley. He said that sharing videos and/or photos of the Historical Park online on social media would be a great way to help get the word out.

Ann Christman asked Bradley if there would be a booth at the Farmers Market and can the Historical Park co-promote? Both Bradley and Danielle Brissette responded that they were planning on doing just that. Meredith Dowdy added that each Farmers Market would have an information booth. Ann also asked if QR codes were still popular – Bradley said the technology is starting to pass them by in his opinion.

Clare Connally stated that the Board is here to support Bradley and his marketing efforts.

Carol Dingman asked what the current budget is for marketing. Bradley and Kim Jolly Chapman stated that there was approximately \$34,000 placed in the budget for mid-year. Carol said that it would behoove the Board to act in its advisory capacity to City Council about approving the requested marketing funding.

Bradley reminded everyone that currently the department is operating on limited funds but that plans are moving forward.

Clare Connally thanked Bradley and Meredith for coming to the Board meeting and that she looked forward to working with them.

DISCUSS THE HISTORICAL PARK'S RENTAL POLICY: Staff presented the Board with the revised rental policy for discussion and approval. Carol Dingman asked if the Park provides a wedding planning service for brides; Kim Jolly Chapman said no, but staff does direct brides to the Park's vendor list which does help them in finding vendors for their wedding.

Carol moved to recommend adoption of the revised rental policy to City Council. Ann Christman seconded. Motion carried unanimously.

UPCOMING EVENTS: The schedule of upcoming events was included in the Board's packet and discussed.

COMMITTEE REPORTS:

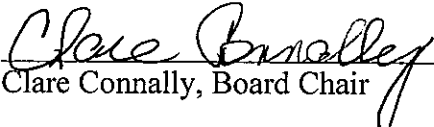
- A. COLLECTIONS:** The Collections report was included in the Board's packet and discussed.
- B. FRIENDS OF THE HISTORICAL PARK:** No report.
- C. MUSEUM EDUCATION/VOLUNTEERS:** Danielle Brissette was present to discuss the Museum Education report. Danielle asked the Board to help spread the word on social media or via word of mouth for all of the Park's programs, but particularly with the cemetery tours this fall.
- D. MUSEUM/PLANNING:** No report.
- E. MUSEUM STORE:** Kim Jolly Chapman was present to discuss the Museum Store report.
- F. ORAL HISTORY:** Dara Jones will start interviewing folks in March.
- G. PROGRAMS AND SPECIAL EVENTS:** No Report.
- H. REVENUE:** No report.
- I. WEDDINGS:** No report.

DIRECTORS REPORT: The Director's Report was included in the Board's packet and discussed.

ADJOURNMENT: The meeting was adjourned at 8:43 P.M.

RESPECTFULLY SUBMITTED:


Derrick Birdsall, Secretary


Clare Connally, Board Chair